

Module 5:

Career Exploration



THE SPOUSE EMPLOYMENT ASSISTANCE PROGRAM

SPOUSE CAREER/LIFE COURSE - MODULE 5

TRAINING OUTCOME

Participants will learn the three areas where research is conducted during a job search: print media, people, and places/events. Participants will receive an orientation to the Family Service Center (FSC) job search resources and then complete a research scavenger hunt, using the resources in the FSC. Additionally, participants learn how to set up a job search notebook so they can keep all of their job search information organized. Participants will learn about the marketplace for selling themselves.

ESTIMATED TIME

2 hours 15 minutes

AGENDA

- Introduction
- Career/Job Search Model
- How Employers Look for Applicants
- Three Categories of Research
- Orientation to FSC Job Search Resources
- **Ex:** Research Scavenger Hunt
- Getting Organized
- Juggling Your Time
- Summary
- Module Evaluation

PARTICIPANT MATERIALS

- Participant Guide

TRAINING AIDS

- Overheads 1 through 10
- Pre-prepared charts (See Preparation Notes to the Instructor)

EQUIPMENT AND SUPPLIES

- Overhead projector
- Easel, Chart paper, Tape, and Markers

PREPARATION NOTES TO THE INSTRUCTOR

1. Set up room by arranging the furniture in an appropriate manner.
2. Hang the chart of a Career Plan in the room. Prepare to discuss Career Plan and the link to this module.
3. Prepare a chart listing the agenda.
4. For this module, you will need to have available a toolkit with samples of a job search notebook and research information, including resources such as business magazines, newspapers, and reference books. Your toolkit will probably contain a combination of resources at the Family Service Center (FSC) and materials that you have collected. You will refer to this information throughout the module. Encourage participants to browse through these materials to become familiar with the kinds of information they provide.
5. Receive names and titles of FSC staff who can assist participants. Distribute list during training.
6. Participants will conduct a career cruising exercise to locate information on a job category that you assign. Decide ahead of time how you will assign the category (e.g., pick category out of a hat). Job Categories are located under Exercise 1.
7. Display Overhead 1 prior to the start of class.

MODULE 5: CAREER EXPLORATION



1

WELCOME AND TRAINER INTRODUCTION (10 MINUTES)

Welcome participants to the training:

- Introduce yourself and welcome participants to their local Family Service Center and to the Spouse Career/Life Course.
- Set up boundaries for confidentiality sake.
- Provide a brief summary of your background and experience.
- If applicable, introduce other persons (non-participants) or guest speakers and describe their role.
- State that some modules they attend will be presented by guest speakers on specific specialist areas.
- Notify the participants that the role of the instructor(s) is to take participants through the course and provide them with support whenever they need it. If participants wish, they can approach you individually during breaks, after class hours by appointment, etc.
- Review logistics (e.g., breaks, bathrooms, and drink machines); Review Module agenda.
- Tailor the module for your audience.



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- Briefly state contents of module; review agenda
 - Review what they already know about their product (i.e., their knowledge, skills, and abilities, occupational preferences and interests). They will learn to research the marketplace in which they want to sell themselves.

State Objectives:

At the end of this module, you'll be able to:

- Identify research techniques for the three categories of research: print media, people, and places/events.
- Conduct research on a given job target.
- Identify possible research techniques for your own job targets.



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Career Plan link to module:

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Instructor Aid 1



Instructor Note: Refer to Career Plan wall chart.

- Part of good business strategy is researching your market so that you know where and how to advertise your Career Plan. During this segment you will learn to research and gather information, so you can make informed decisions as you carry out your plan. You will also have an opportunity to look at the importance of time management in your plan.

CAREER/JOB SEARCH MODEL (15 MINUTES)

Note that a job search can be overwhelming. Having a proactive job search – a job search in which you really take the initiative to make things happen, can alleviate that feeling. It begins with a strategy.

Introduce the Career/Job Search Model:

A simple, step-by-step process that will help you keep your job search focused.

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STEP 1 = PROBLEM OR ISSUE

What brings you to this time and this place? Is it by choice or by chance? What have you learned from your past experiences? What do you want to take with you? Where are you going? These are the questions that you answered in Modules 1, 2 and 3.

STEP 2 = OBJECTIVE

Also, in Module 3, you completed an ICLP in which you identified your short- and long-term goals and objectives that support those goals.

STEP 3 = RESEARCH

You conduct research to learn about the marketplace in which you want to sell your product (yourself). This will be discussed today.

STEP 4 = MARKETING PLAN

During modules 6 and 7, you'll prepare your written and verbal marketing pieces.

STEP 5 = TAKING ACTION

Attend meetings, visit places, meet people, send out resumes, and conduct interviews. This is where you ask for what you want! This will be covered in Module 8.

HOW EMPLOYERS LOOK FOR APPLICANTS (5 MINUTES)

State the importance of being able to sell your knowledge, skills, and abilities, and also know how you can be of real benefit to potential employers.

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Highlight how most people conduct a traditional job search.

- Want Ads
- Employment Agencies
- Placement Agencies
- Word of Mouth
- Direct Employer Contact

Share statistics:

- 80% or more of all job vacancies aren't advertised through any of the avenues that traditional job-hunters turn to. This means that you need to understand how employers look for applicants and focus your energies on these channels.

Highlight how employers look for applicants, emphasizing the number one way:

- Internal Networks (number one way employers look for applicants)
 - People who currently work at the company who know others who would be good for the position.
- Job Postings
- External Networks
 - Contacts that you have with others outside your company who may know of others looking for a job.
- Placement Agencies
- Want Ads

Searching jobs on the Internet is another popular, fast, and easy method.

Emphasize the importance of doing a thorough job search so you know how to find employers and they know how to find you.

THREE CATEGORIES OF RESEARCH (25 MINUTES)

Research is acting on the thoughts in your head.

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List what research may include:



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- Reading (e.g., books, magazines, newspapers, Internet).
- Asking questions (e.g., family friends, librarians).
- Conducting informational interviews (e.g., telephone, face-to-face, correspondence).
- Attending workshops and seminars.
- Joining associations, clubs, and interest groups (to meet people with your same interest and to learn new things).
- Volunteering in your community (at places that have missions you believe in; places to use skills that you are good at and skills that you want to learn; people you like and respect).
- Requesting PR materials from organizations you'd like to work for (e.g., annual reports, in-house newsletters, customer/client packets, or any materials that the organization uses to advertise their products and services).
- Networking (e.g., marketing yourself during conversations, asking for what you want, being curious about other people's stories, being a good listener as well as an excellent speaker, helping others and asking others for help). We shall examine this area in more detail in the next module.



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Introduce the three categories of research:

Pages 74 and 75 - Participant Guide
Instructor Aid 2

- Print Media
- People
- Places/Events

State how using a combination will make their job search much richer.

Instructor Note: *Inform participants that it is not an exhaustive list but is fairly thorough.*

Point out that these lists can help open possibilities.

ORIENTATION TO FAMILY SERVICE CENTER (FSC) JOB RESOURCE (15 MINUTES)

Discuss print-based and electronic job search resources at FSC.

Distribute list of names and title of FSC staff members who can be of assistance.

Conduct a tour of the FSC resource library. During the tour access the Internet and www.AJB.dni.us.

EXERCISE 1: CAREER CRUISING (40 MINUTES)

Introduce exercise:

- It is important for you to know what resources are available to you when conducting a job search. Knowing how to use those resources is paramount.
- You will have a chance to practice using these resources to locate job information.

Conduct exercise:

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Instructor Aid 3



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1. Break the group into pairs or teams of three people each. Select jobs from the job list developed in Module 2 or assign one of the job categories below per group:
 - Administrative Assistance
 - Legal Secretary
 - Carpenter
 - Physical Therapist
 - Travel Agent
 - Nurse's Aide
 - Public Relations
2. Have participants gather information on the job categories that you assign them and write down what they found out and what resource they used.
3. Allow 30 minutes for the exercise.

Facilitate discussion:

Ask participants: “What did you learn?” Then ask, “In what ways was this exercise helpful?”

ORGANIZING YOUR JOB SEARCH NOTEBOOK (10 MINUTES)

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Instructor Note: Show your job search notebook as you discuss the contents.

State the importance of keeping a job search notebook containing these items:

- Newspaper want ad (cut and taped in the upper left corner of a page).
- Information that comes from another person. Write a note about what you were told, who told you, the person’s phone number, and the date you received the information.
- A copy of your resume and cover letter.
- Dates and notes on any follow up calls or correspondence.
- Date, time, location of your interview, as well as the name of the interviewer and title, and office location. If you have never been to the company, ask for directions and write them down accurately.
- Business card(s) of person(s) with whom you interviewed.
- Notes about the company and/or industry after you do your research.
- Your thank you notes.
- If you receive a rejection letter, make a note of the date, the name of the person who signed it, and the reason. This information may be valuable in the future.



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JUGGLING YOUR TIME (15 MINUTES)

Discuss structuring time:

- Need to balance demands of places to go, people to see, calls to return, information to look up, in addition to family responsibilities.
- Spend time at beginning of each week creating a list of activities to accomplish that week. Add those items to the schedule.
- Adjust schedule as the week goes on.
- Create a daily To Do list along with weekly schedule.

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Instructor Aid 4

These tasks will help you organize your time, maintain balance in your life, and bring you closer to your plan.



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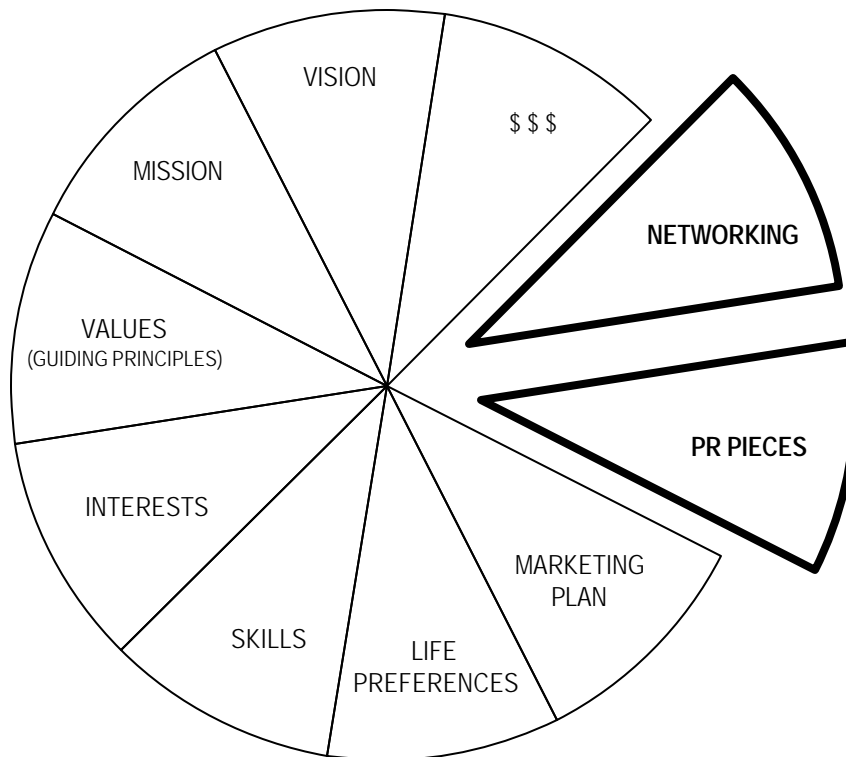
SUMMARY (5 MINUTES)

In this module, you learned about the marketplace in which you will be selling yourself. You:

- Were introduced to a Career/Job Search Model, which you can use to stay focused on your job search.
- Learned how employers look for applicants.
- Brainstormed on specific research techniques for each of the three categories of research: print media, people, places/events.
- Received an orientation to the job search resources here at the Family Service Center (FSC).
- Practiced using the research techniques we discussed.
- Learned how to assemble a job search notebook to keep your materials organized.
- Learned tips for getting organized and managing your time.

Ask participants to complete the module evaluation.

Career Plan



Part of good business strategy is researching your market so that you know where and how to advertise your Career Plan. In this segment you will learn to research and gather information, so you can make informed decisions as you carry out your plan. You will also have an opportunity to look at the importance of time management in your plan.

Categories of Research

Print Media

- Newspapers (business section, want ads)
- Books (ONET/DOL, Dun and Bradstreet)
- Government publications
- Annual reports
- *Commerce Business Daily*
- PR materials/client packets
- Magazines (*Business Week*, *Forbes*, *Fortune*)
- Association directories/newsletters
- Trade and professional journals
- Want ads
- Cable TV
- Qualification Standards
- Bulletin boards
- *Moody's*
- Internet
- Business cards
- *Wall Street Journal*
- *Barron's*

People

- Employers
- Friends, neighbors, family
- Peers
- Recruiters
- Head hunters
- Career counselors
- Acquaintances
(e.g., soccer, church, neighborhood associations)
- Association/Chamber presidents
- College professors
- Librarians
- Alumni
- Separated/retired military people
- DOD contractors
- Consultants
- Human Resources
- Stock broker
- Accountants
- Lawyers
- Religious leaders
(e.g., ministers, chaplains, rabbis)

Categories of Research

Places/Events

- Employment agencies
- Job fairs
- State Employment Commission
- Association meetings
- Trade associations
- Alumni associations
- Conventions
- Fraternal organizations
- Local fund raisers and benefits
- Trade shows
- Auto shows
- College placement
- Personnel/HR offices of companies
- Family Service Centers (FSCs)
- Chambers of Commerce
- Workshops
- Economic Development Authority (Business Development Office)
- Bulletin boards
- Veterans Administration (Veterans specialist)
- High school and college reunions
- Volunteer activities
- Social activities
- TAP/RAP/Army Career Alumni Program
- Weddings, celebrations
- Places of worship
- Fitness centers
- Employment support groups/Job Club
- Internet
- Campus
- Golf course
- Mass transit
- Airplanes
- Local fairs
- Open houses

Career Cruising

Assigned Job Category _____

Information to locate on the assigned category:

- A description of the job -
Resource used:

- Educational level required -
Resource used:

- An opening in the location where you might be transferred -
Resource used:

- A resume example in that field -
Resource used:

- Are there openings in the federal government in that field -
Resource used:

- A company in the area that would use this type of employee -
Resource used:

- An article on the profession -
Resource used:

- Interview questions related to that field -
Resource used:

Weekly Schedule

	SUN	MON	TUES	WED	THURS	FRI	SAT
7:00							
8:00							
9:00							
10:00							
11:00							
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